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Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the present application:

1 (currently amended): A water dispensing unit adapted to receive water from a water supply and dispense drinking water to a consumer, said water dispensing unit comprising:

~~a water treatment system operable to receive water from the water supply and to treat the water;~~

~~a water cooling device operable to cool the treated water;~~

~~at least one dispensing nozzle for dispensing the cooled treated water, said dispensing nozzle being selectively openable and closable by a consumer to dispense a desired amount of cooled treated water to the consumer from the water supply;~~

~~a housing for said water dispensing unit; and~~

~~a display which is operable to display a message to the user, said display being positioned at said housing, said display displaying an image or message related to the location or environment at which said water dispensing unit is positioned, said image or message being substantially unrelated to the cooled treated water dispensed by said water dispensing unit.~~

2 (currently amended): The water dispensing unit of Claim 1, wherein said display ~~is~~ comprises a semi transparent display panel.

3 (currently amended): The water dispensing unit of Claim 2, wherein said housing includes an illumination source, said display panel being backlit by said illumination source.

4 (original): The water dispensing unit of Claim 1, wherein said housing includes an illumination source which is operable to illuminate said display.

5 (original): The water dispensing unit of Claim 1, wherein said display is removably mounted at said housing.

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6 (original): The water dispensing unit of Claim 1, wherein said display is variably operable to provide at least two distinct messages in response to an electrical signal.

7 (withdrawn): The water dispensing unit of Claim 1, wherein said display comprises a video monitor which is operable to display at least one of a video image and a video message.

8 (withdrawn): The water dispensing unit of Claim 7, wherein said video monitor is a television screen.

9 (withdrawn): The water dispensing unit of Claim 7, wherein said video monitor is a computer monitor.

10 (withdrawn): The water dispensing unit of Claim 9, wherein said computer monitor is remotely controllable and is variably operable to display two or more distinct messages.

11 (original): The water dispensing unit of Claim 1 further comprising an audio device which is operable to communicate an audible message to a consumer in response to an electrical signal.

12 (original): The water dispensing unit of Claim 1, wherein the water supply is operable to provide water to said water dispensing unit from a remote source.

13 (currently amended): The water dispensing unit of Claim 1, wherein ~~said dispensing unit comprises a water treatment unit, the water supply being operable to supply non-treated water~~ is supplied to said dispensing unit, said water treatment ~~unit-system~~ being operable to treat the non-treated water and provide treated water to said at least one dispensing nozzle.

14 (currently amended): The water dispensing unit of Claim 13, wherein said water treatment ~~unit-system~~ comprises one of a water distillation unit and a water purification unit.

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15 (canceled).

16 (original): The water dispensing unit of Claim 1, wherein said at least one dispensing nozzle comprises multiple dispensing nozzles, said water dispensing unit being operable to provide drinking water which is at least one of a heated temperature, a chilled temperature and a room temperature.

17 (currently amended): The water dispensing unit of claim 1, wherein said dispensing unit ~~is a water treatment system comprising a water distillation system and dispensing unit~~ comprising a boiling unit, a holding tank, and a condensing unit.

18 (original): The water dispensing unit of Claim 17, wherein said condensing unit is positioned at a first level, said holding tank is positioned at a second level, said dispensing nozzle is positioned at a third level, and said boiling unit is positioned at a fourth level, said first level being above said second, third and fourth levels, said second level being above said third and fourth levels, and said third level being above said fourth level.

19 (original): The water dispensing unit of Claim 18 further including a steam tube connected between said boiling unit and said condensing unit.

20 (original): The water dispensing unit of Claim 19, wherein said steam tube has a first diameter and said condensing unit includes a tube having a second diameter, said first diameter being greater than said second diameter.

21 (original): The water dispensing unit of Claim 1, wherein said housing substantially encases said water dispensing unit and has a forward surface and a pair of opposite side surfaces, said dispensing nozzle being positioned at said forward surface of said housing.

22 (original): The water dispensing unit of Claim 21, wherein said display is positioned at at least one of said forward and side surfaces of said housing.

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23 (withdrawn): A method for advertising comprising the steps of:

providing a water dispensing unit, said water dispensing unit having at least one dispensing nozzle and a housing for said water dispensing unit, said water dispensing unit being operable to dispense water to a consumer via said at least one dispensing nozzle;

providing at least one advertising display at said housing of said dispensing unit, said advertising display being operable to convey an advertising message for an associated product or service; and

placing said dispensing unit at a targeted location for the advertising message.

24 (withdrawn): The method for advertising of Claim 23, wherein before the step of placing said dispensing unit, said method comprises the step of selling advertising rights to the advertising message to sponsors of the associated product or service.

25 (withdrawn): The method for advertising of Claim 23, wherein the targeted location is associated with the product or service associated with the advertising message.

26 (withdrawn): The method for advertising of Claim 25, wherein said step of placing said dispensing unit comprises placing said dispensing unit at one of a break room, reception area and a hallway of a business associated with the product or service.

27 (withdrawn): The method for advertising of Claim 23, wherein said advertising display comprises a panel at said housing.

28 (withdrawn): The method for advertising of Claim 27, wherein said advertising display is a back lit display, said method further comprising the step of illuminating said advertising display.

29 (withdrawn): The method for advertising of Claim 28, wherein said advertising display panel is semi-transparent.

30 (withdrawn): The method for advertising of Claim 23, wherein said advertising display

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comprises a video monitor.

31 (withdrawn): The method for advertising of Claim 30, wherein said advertising display is remotely controllable, said advertising display being operable to display one of multiple messages in response to an electronic input.

32 (withdrawn): The method for advertising of Claim 23, wherein said advertising display is removably positionable at said housing.

33 (withdrawn): The method of advertising of Claim 23, wherein said advertising display is actuable in response to actuation of said at least one dispensing nozzle.

34 (withdrawn): The method for advertising of Claim 23, wherein said advertising display includes an audio signal.

35 (withdrawn): The method for advertising of Claim 34, wherein said audio signal conveys an audible message associated with said advertising display.

36 (withdrawn): The method for advertising of Claim 34, wherein said audio signal conveys an audible message in response to actuation of said at least one dispensing nozzle.

37 (withdrawn): A water distillation and dispensing unit adaptable to receive untreated water and dispense treated water, said water distillation and dispensing unit comprising:

- a boiling unit, which comprises a heat source operable to provide heat to untreated water within a vessel, said boiling unit being positioned at a first level of said distillation and dispensing unit;

- a holding tank comprising an inlet and an outlet, said holding tank being positioned at a second level, said second level being above said first level;

- a condensing unit positionable above said inlet to said holding tank, said condensing unit being interconnected with said boiling unit and said inlet to said holding tank; and

- a dispensing module interconnected with said outlet of said holding tank, said

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dispensing module comprising at least one dispensing nozzle and being positioned at a third level, said third level being lower than said second level and said first level being lower than said third level, wherein steam which is generated by said boiling unit is communicated upwardly to said condensing unit and condensed to a liquid condensate in said condensing unit and said holding tank, the liquid condensate accumulating in said holding tank and being dispensed therefrom by said at least one dispensing nozzle.

38 (withdrawn): The water distillation and dispensing unit of Claim 37 further comprising a steam tube interconnected between said boiling unit and said condensing unit, the steam being communicated upwardly through said steam tube to said condensing unit.

39 (withdrawn): The water distillation and dispensing unit of Claim 38, wherein said steam tube comprises a first diameter and said condensing unit comprises a tube having a second diameter, said first diameter being greater than said second diameter.

40 (withdrawn): The water distillation and dispensing unit of Claim 39, wherein said first diameter is approximately 7/16 of an inch and said second diameter is approximately 3/8 of an inch.

41 (withdrawn): The water distillation and dispensing unit of Claim 39, wherein said dispensing module comprises a cooling unit, said cooling unit being interconnected between said holding tank and one of said at least one dispensing nozzle, at least a portion of said liquid condensate being communicated into said cooling unit and dispensed from said one of said at least one dispensing nozzle.

42 (withdrawn): The water distillation and dispensing unit of Claim 41, wherein said dispensing module comprises a heating unit, said heating unit being interconnected between said holding tank and another one of said at least one dispensing nozzle, at least a portion of said liquid condensate being communicated into said heating unit and dispensed from said another one of said at least one dispensing nozzle.

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43 (withdrawn): The water distillation and dispensing unit of Claim 42, wherein said dispensing module comprises three dispensing nozzles, a first dispensing nozzle being interconnected with said holding tank such that tepid water is dispensable therethrough, a second dispensing nozzle being interconnected with said cooling unit for dispensing cold water and a third dispensing nozzle being interconnected with said heating unit for dispensing hot water.

44 (withdrawn): The water distillation and dispensing unit of Claim 41 further comprising a seal between said holding tank and said cooling unit such that air entry into said cooling unit is limited.

45 (withdrawn): The water distillation and dispensing unit of Claim 37 further comprising a control unit which selectively activates said boiling unit in response to a water level within at least one of said vessel of said boiling unit and said holding tank.

46 (withdrawn): The water distillation and dispensing unit of Claim 45, wherein the untreated water is provided to said vessel of said boiling unit by a controllable water source, said control unit controlling said water source in order to provide untreated water to said vessel in response to a water level within said boiling unit.

47 (withdrawn): The water distillation and dispensing unit of Claim 37 further comprising a display positionable on a portion of said distillation and dispensing unit.

48 (withdrawn): The water distillation and dispensing unit of Claim 47, wherein said display comprises a semi-transparent display panel.

49 (withdrawn): The water distillation and dispensing unit of Claim 48 further comprising at least one illumination source for at least occasionally providing illumination to said display panel.